

## ABSTRACT

Process for preparing a composition in the form of an inverse latex, comprising an oil phase, an aqueous phase, at least one emulsifier of water-in-oil (W/O) type, at least one emulsifier of oil-in-water (O/W) type and from 20% to 75% by weight, mainly from 20% to 60% by weight and more particularly from 30% to 45% by weight, of a branched or vulcanized anionic polyelectrolyte, characterized in that the polymerization reaction is carried out at a pH of less than 5.5, in that the emulsifiers do not belong to the alkanolamide family and in that said anionic polyelectrolyte is based either on a monomer containing a strong acid function, or on at least one monomer containing a strong acid function copolymerized either with at least one monomer containing a weak acid function or with at least one neutral monomer. Compositions obtained and cosmetic applications.

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